

## PRESS RELEASE



### A PROGRESSIVE ADDITION TO PUMA'S RIDER FAMILY

**Herzogenaurach, Germany; April 10, 2021** — Sports company PUMA is adding a progressive new design to its popular Rider franchise with the addition of the Wild Rider. Its premium design is inspired by the movement and motion of city life – always going forward, further, faster, and beyond.

The Wild Rider brings PUMA's selection of 'Futro' styles to the next level - referencing different decades, mixing them up and combining them with modern technologies and construction techniques. The Wild Rider pushes the Rider product language forward, evolving it with fresh layers of material and futuristic circles at the midsole.

Taking archive inspiration from the Easy Rider II OG, the design is a 'collage' of past and future melted together – which can be seen in the debossed concave holes on the midsole and a rubber midsole wrap with embossed studs. This silhouette brings a whole new dimension to the Rider family, featuring a nylon upper with suede and premium leather overlays, TPU details on the eyelet and heel, a terry towel lining, deco stitching on upper, and the signature Rider foam. Just the heel alone has a series of unique design finishes, like a formstrip that flows into a heel pull, "Designed by PUMA" emblazoned across the back, and a hairy suede overlay. The back of heel also juts out from a futro inspired accent, further playing on the idea of motion that serves as inspiration for the shoe. Hints of vivid, almost industrial colors like royal blue to play with this idea of bringing together the past and the future.

The Wild Rider drops on PUMA.com, PUMA stores and select retailers on April 10<sup>th</sup>.

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#### PUMA

PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For more than 70 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. [www.about.puma.com](http://www.about.puma.com)